

Implementation Strategies

Land use and zoning:

Land use change will be implemented after the plan is completed and approved by the communities. It will be part of the Plan adoption into the City's Comprehensive Development Plan (CDP).

Zoning change will take place once the City completed its first phase update of the Quality of Life Zoning Ordinance, which will provide the needed zoning districts as recommended in this plan.

Transportation:

Transportation projects are recommended and prioritized over the next 25 years to support the plan goals and objectives and supplement the ongoing Simpson Streetscape project. Projects range from roadway operation, pedestrian sidewalks and crossing, intersection improvements, and bicycle facilities, etc. totaling around \$22 M.

Housing and Economic Development:

- Utilize the Urban Enterprise Zone program to require the development of affordable housing
- Encourage development of senior housing
- Encourage rehabilitation and renovation by making Bureau of Housing programs available for study area residents and potential investors
- Make ADA business programs available for the corridor.

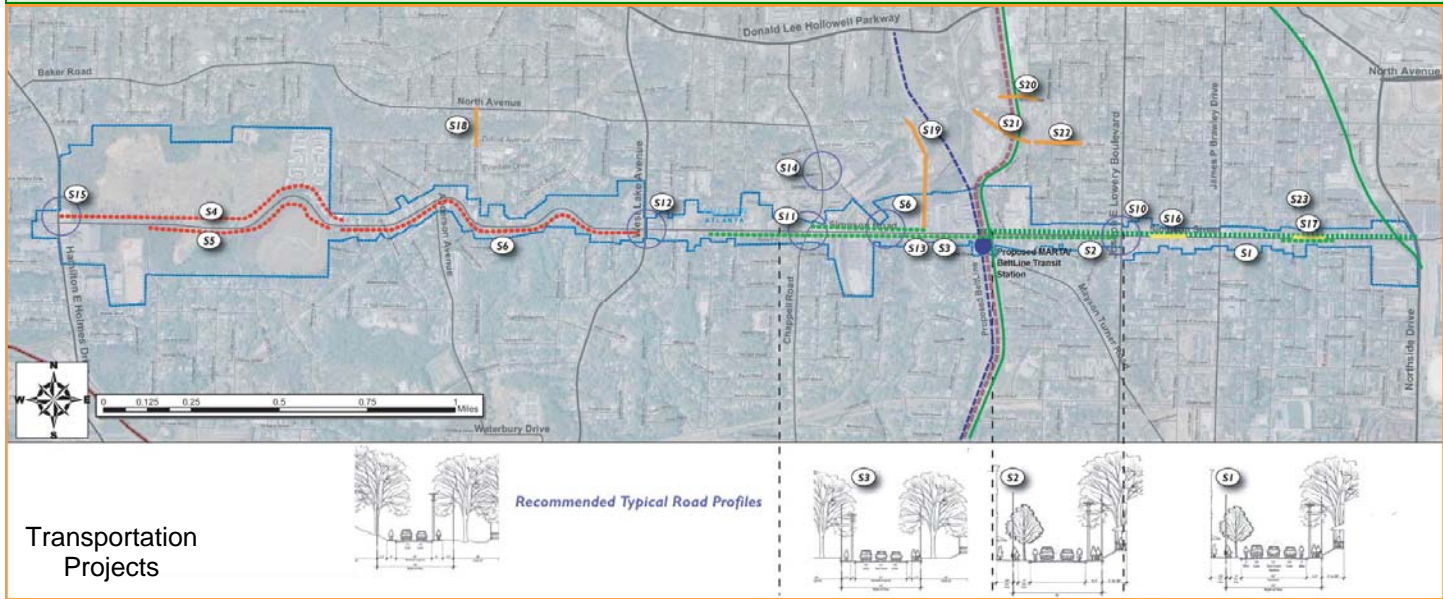
- Apply the Atlanta Renewal Communities program which provide tax credits for job creation, commercial revitalization and development
- Work with AWDA to provide jobs to local residents
- Apply Crime and Grime Initiative to improve social environment, which include code enforcement for dilapidated and deteriorated structures.
- Provide consulting and technical assistance for businesses

Improve Environment and Public Facilities

Incorporate recommendations from the ongoing English Ave. Neighborhood Plan

Final Draft Plan is available for review at:

- Electronic version at Bureau of Planning Website: <http://www.atlantaga.gov/simpson.aspx>
- Hard copy at Bureau of Planning
- Hard copy at each NPU (Ask NPU Chair for it)
- Fulton County Central Library Downtown (One Margret Mitchell Square)
- Washington Park Library at 1116Martin Luther King Jr. Drive
- Dogwood Library at 1838 Donald Lee Hollowell Parkway (previous Bankhead Ave.)
- New Horizon Neighborhood Center at 745 Orr Street.



Transportation Projects

For more information on the Simpson Corridor Redevelopment Plan, please contact Jia Li (Jli@atlantaga.gov) or Garnett Brown (gbrown@atlantaga.gov) at 404-330-6724

Simpson Corridor Redevelopment Plan Update

Executive Summary

The Simpson Road Corridor Redevelopment Plan Update builds upon several previous planning efforts in and around its vicinities, which include the previously adopted 1995 Simpson redevelopment Plan, the Beltline Redevelopment Plan, the Northside Drive Plan, and the Bankhead MARTA Station LCI. The Plan Update is intended to guide public and private decision-making and investment along the 4.2 mile long corridor over the next 25 years.

The study area is from H. E. Holmes Drive to Northside Drive, including half mile on both sides of the Simpson corridor. This area is designated as the one of the six Economic Development Priority Areas in the City through the Mayor's New century Economic Development Plan (2004)

This Plan Update is the result of a collaborative process among residents, businesses, property owners, neighborhood organizations, the City of Atlanta, and other stakeholders.

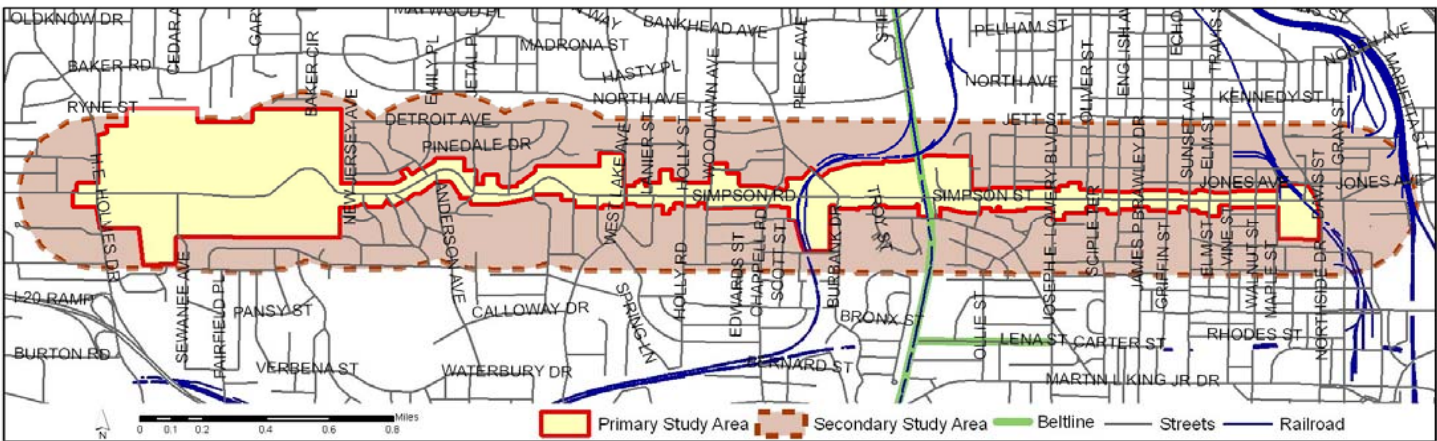
At the early stage of the planning process, the planning team conducted comprehensive analysis of land use, zoning, urban design, transportation, and market potential along the Simpson Corridor, with the help from study participants. Findings from these analyses show that the area's poor image is related to the abundance of abandoned and underutilized buildings and perception of higher than average crime, as well as the high concentration of below-market rate housing and lower income characteristics. The outlook for the next 10 years, however,

suggests opportunity for a significant turnaround for the corridor and surrounding neighborhoods. The corridor and the area surrounding is expected to be able to accommodate 4,488 new residential units, 264,546 square feet of retail, and 60,000 to 80,000 square feet of office./industrial space over the next 10 years. Major transportation projects are already planned or underway totaling \$2.5 million.

Based on the information and the vision and goals developed with the stakeholders, recommendations are developed in the later stage of the planning process coupled with sound professional planning. The basic approaches to the recommendations include:

- Build upon and enhance the different characters at different sections of Simpson corridor from West to east.
- Balance the revitalization of Simpson corridor through thoughtful preservation and appropriate redevelopment.
- Encourage an activity node development pattern based on historic or existing nodes.
- Improving traffic operations and safety by focusing on more efficient utilization of existing pavement.
- Making existing MARTA transit facilities more user-friendly and efficient.
- Encourage the improvement of pedestrian environment through both redevelopment and transportation projects.
- Promote economic development by utilizing existing resources.

August, 2006



Shirley Franklin
Mayor, City of Atlanta



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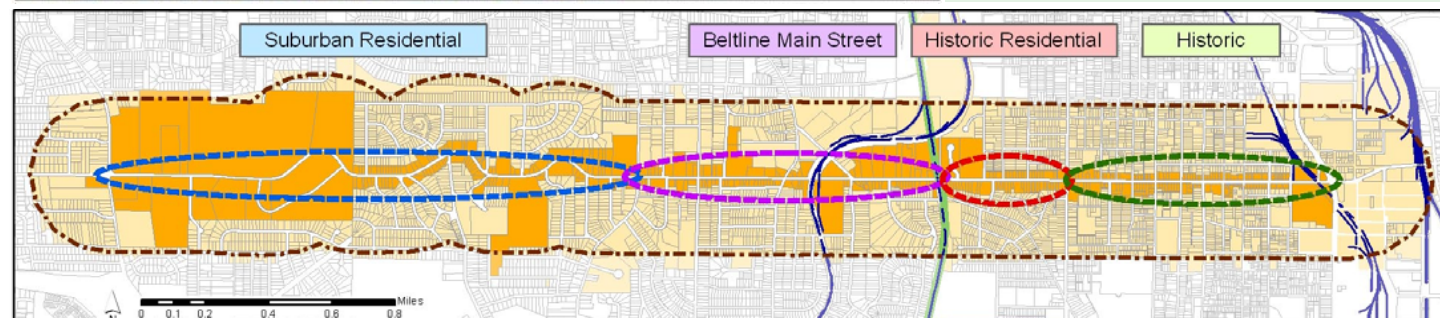
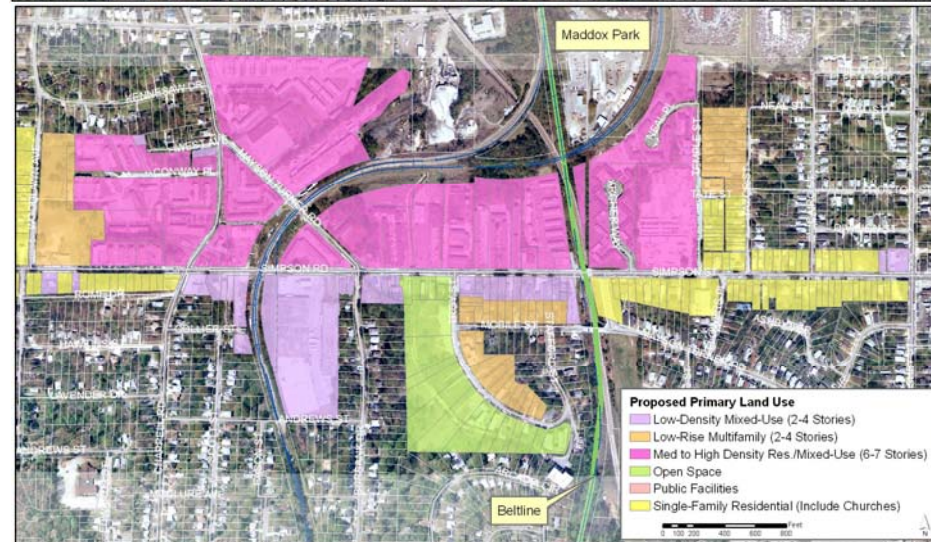
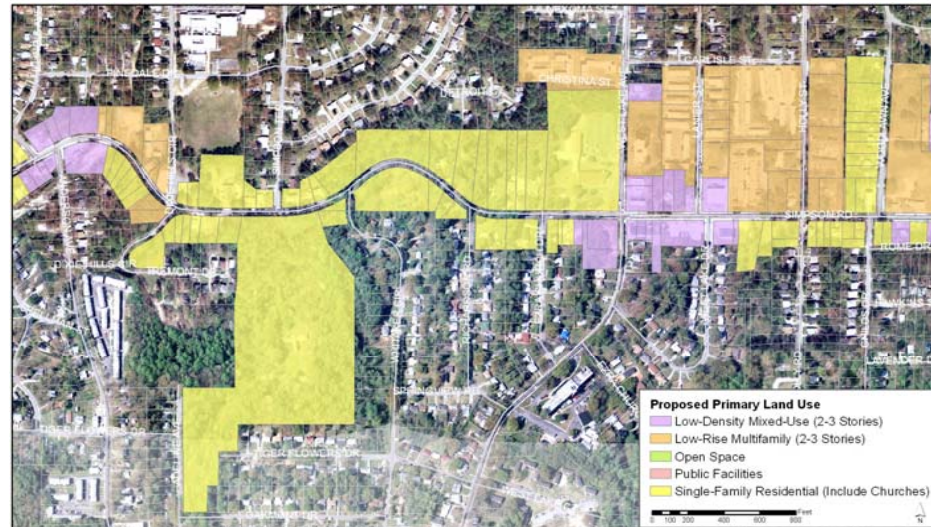
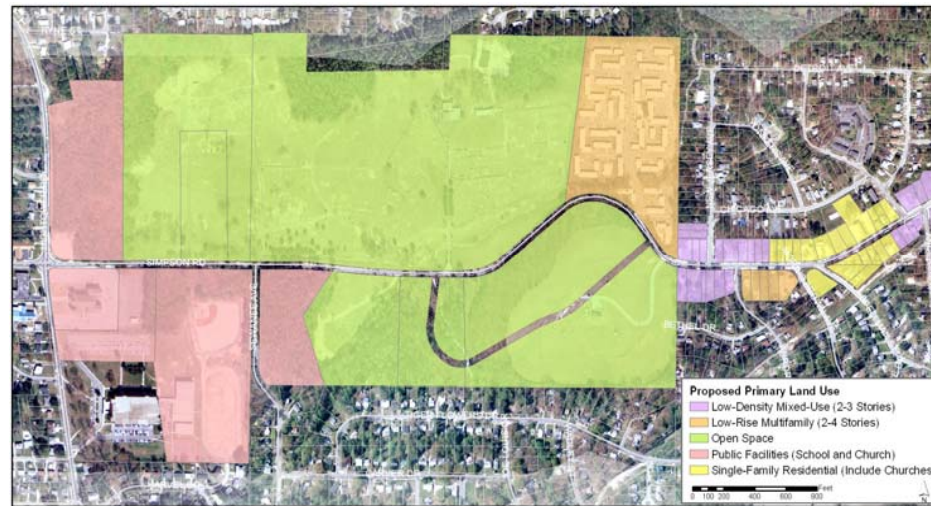
Steve Cover

Commissioner

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Director



Land Use Policies:

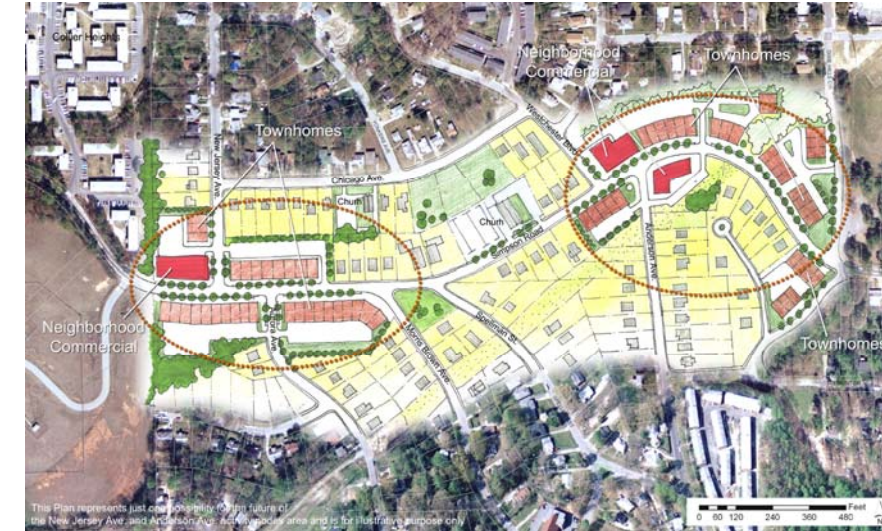
- Protect the single-family residential neighborhood from the encroaching of high density and intensity development.
- Encourage appropriate infill development that respects to the existing neighborhood characters.
- Cluster development at major activity nodes that serve the community at different levels.
- Promote mixed-use, pedestrian-oriented development at activity nodes.
- To facilitate redevelopment opportunities at different node and preserve the neighborhood character, specify building height requirement in different area.
- Reconcile the discrepancies between land use and zoning designations.

Urban Design Policies:

The current fragmented Simpson corridor can be transformed into an integrate corridor with distinct characters at different section. Based on the historic context and existing conditions, four character sections area recommended:

- Suburban residential sector
- Historic residential sector
- Beltline main street sector
- Historic mixed-use neighborhood sector

Integrate the different character areas along the corridor through consistent streetscape treatment.

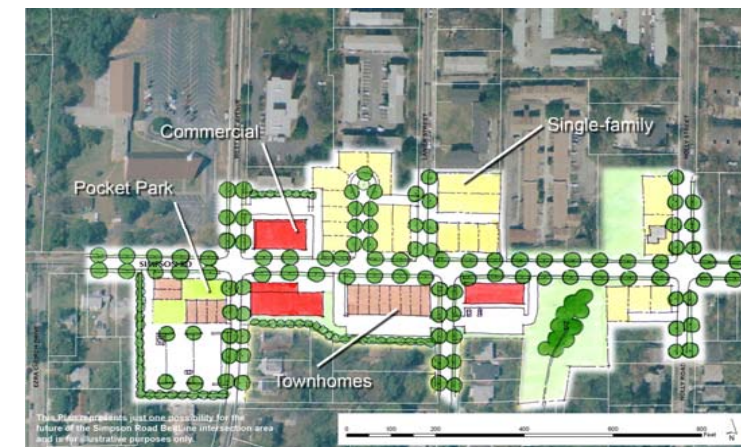


Simpson Corridor Redevelopment Plan Update

New Jersey and Anderson Nodes

Market capacity: 100 units of residential and 30,000 square feet of neighborhood retail spaces.

Concept: 2-3 stories townhomes-respect to single-family housing scale; neighborhood commercial and services.



Westlake Activity Node

Market capacity: 25,000 square feet of neighborhood serving retail, up to 10,000 square feet of professional/office space, and 100 units of residential (Single-family and townhomes).

Concept: 3-4 stories townhomes; small lot single family residential; commercial spaces; pocket park at the corner of Simpson and Westlake; parking serves the entire node area.



Beltline Activity Node

Market capacity: 2,500 residential units, 100,000 square feet of retail/ restaurant/entertainment, and 30,000 square feet of professional/office development.

Concept: 3-4 stories townhomes; 2-4 stories multifamily residential south of Simpson; 6-7 stories multi-family residential north of Simpson; 35,000 sq.ft. grocery with 15,000 sq.ft. other retail/service at the ground floor of residential buildings; parks, plazas, and trails.

